





I-35 & Waterloo Rd - The Landing at Waterloo

PROPERTY FACTS

Price	\$522,320 - \$19,048,304
Property Type	Land
Sale Type	Investment
Property Subtype	Commercial
Sale Conditions	Build to Suit
Proposed Use	Retail
No. Lots	35
Total Lot Size	148.26 AC

35 LOTS AVAILABLE



INVESTMENT HIGHLIGHTS

- The Landing at Waterloo: 150-acre mixed-use development for residential, hotels, restaurants, retail, and more.
- Prime location at I-35 and Waterloo Rd with 49,000+ vehicles passing daily.
- Rapid growth area: 43% population increase since 2010, projected 7% more by 2028.
- Shovel-ready tracts with no zoning restrictions and build-to-suit opportunities available.
- Master plan includes 256 residential lots, a 280-unit apartment complex, Starbucks, 7-11, Jack's Car Wash, CAT dealership, and fast food spots.
- Affluent area: \$146,679 average household income within 5 miles, \$767M annual consumer spending.

EXECUTIVE SUMMARY

Join the transformative development at The Landing at Waterloo in Edmond, Oklahoma. This exclusive land sale or ground lease opportunity by Waterloo 35 Investments spans approximately 108 acres of undeveloped land, with 40 acres already developed.

The mixed-use tract features **no zoning restrictions** and build-to-suit options. The property boasts two prime corners: one at I-35 and Waterloo Road (S/E corner) and one at Sooner Road and Waterloo (S/W corner), providing roughly 5,280 feet of frontage on Waterloo and 500 feet on Sooner Road.

Planned developments include single-family homes and a 280-unit multifamily complex, The Balance on Waterloo, surrounding a scenic 5-acre water feature. Retailers and services joining the project include Wendy's, Taco Bell, Braum's, Starbucks, a car wash, and a CAT dealership.

The I 35 and Waterloo Road reconstruction in Edmond, OK, addresses a critical and rapidly growing transportation hub. Currently, over 49,000 vehicles traverse I 35 daily south of Waterloo Road—a figure projected to rise to approximately 81,200 vehicles per day by 2040, with trucks comprising around 16% of that volume. Meanwhile, Waterloo Road handles roughly 11,500 vehicles daily, expected to nearly triple to about 33,100 vehicles per day by 2040. By widening I 35 to six lanes and expanding Waterloo to five lanes, coupled with a diverging diamond interchange, the project is designed to accommodate this significant growth—enhancing mobility, improving freight access, reducing congestion, and making the corridor more attractive for commercial investment.

TOMMY HAINES: (405) 503-9697 • www.thelandingatwaterloo.com

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ADJACENT RESIDENTIAL PHASE IV DEVELOPMENT

200+ lots available

[more information here](#)

ADJACENT APARTMENT COMPLEX

[information here](#)

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